

## Current Solution



At the recording studio, multiple channels are recorded to ensure that the best possible sound is captured.

Then, the sound tracks are equalized, filtered, mixed and combined to arrive into the final commercial product, the music contained into two master channels: LEFT and RIGHT.

LEFT

RIGHT

Then the content is allocated in different media for its distribution.



CDs/DVDs

L R

Tapes

L R



Files

L R

Customer purchases the content and reproduce it in a standard stereo reproducer.



## Proposed Solution



At the recording studio, multiple channels are recorded. This becomes the MASTER RECORD and can include images and data files as well.

When a customer's order is received, the PROPOSED SYSTEM asks these parameters for customization:

- Customer's preferences
- Number & type of available speakers.
- Acoustic characteristics of the room.
- Uses for the recording.

The PROPOSED SYSTEM equalizes, filters, mixes and combines the Sound Tracks according to the number of channels for the customer setup.

1 2 3 4 5 6 7

The PROPOSED SYSTEM allows to download the combined sound track file into the customer's reproduction equipment according to the purchase terms

Customer Interaction

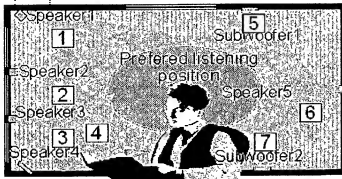


Fig. 1 Comparison between current approach and the proposed system (CMRS)



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## Application Structure

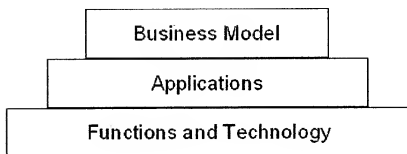
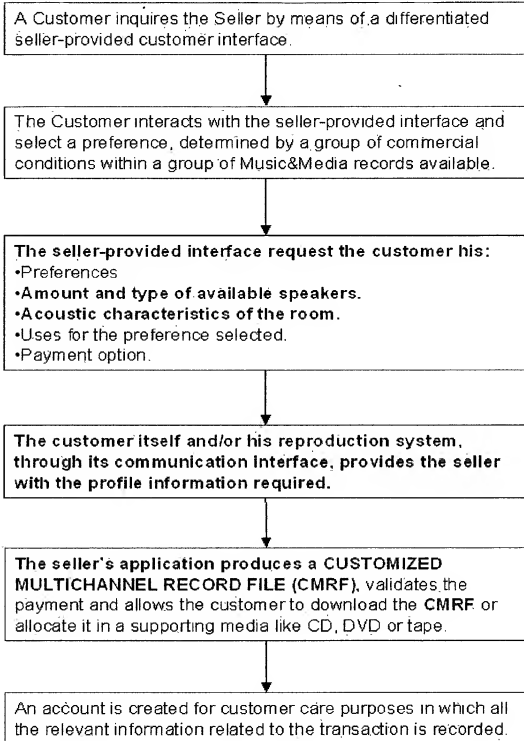


Fig. 2 Architecture of the Business Model



## Business Process Description



Note: Characters in **Bold** indicates what is unique and invented in the business model proposed.

Fig. 3 Proposed Business Model Process